IMPACT AND SUSTAINABILITY OF HOMESTAY SCHEME IN HIMACHAL PRADESH

SYNOPSIS

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INTRODUCTION

Himachal Pradesh is situated in the heart of the western Himalayas. The word Himachal is drives its origin from two Hindi words “Him” & “Achal” means snow and lap. The Morden state of Himachal Pradesh is bounded on the south by fertile planes of Punjab and Utter Pradesh. On the north west by picturesquel valley of Kashmir and on the north east by Tibet, The land of lamas. The Himachal region is situated 30°22'40" N to 33°12'40" N 75°45' 55" E to 79°04' 20" E and has an area of 55,673 kms. Himachal is divided into twelve districts: Shimla, Solan, Kinnaur, Mandi, Chamba, Sirmaur, Kangra, Bilaspur, Kullu, Lahul&Spiti, Una and Hamirpur(Ahluwalia, M.S., 1998).As per the aadhar statics the Himachal Pradeshpopulation in 2021/2022 is 73,16,708(7.32 million) as compared to last census 2011 is 68,64,602.

Tourism

Tourist may be described in a variety of ways, which is why the United Nations World Tourism Organization (UNWTO) embarked on a project from 2005 to 2007 to produce a uniform dictionary of tourism words. Tourism is defined as follows:

Tourism is a social, cultural, and economic phenomenon that involves individuals travelling to nations or locations beyond their typical surroundings for personal or business/professional reasons. These individuals are known as visitors (tourists or excursionists; residents or non-residents), and tourism is concerned with their activities, some of which involve tourism spending (United Nations World Tourism Organization, 2008).

Tourism, Travel and Hospitality

It is popular to conflate or characterise tourism, travel, and hospitality as the same thing. While tourism is an all-encompassing umbrella word for the activities and industries that contribute to the tourist experience, the UNWTO (2020) defines travel as the action of travelling between various areas for any purpose, but particularly for leisure and enjoyment. Hospitality, on the other hand, might be defined as "the business of making guests feel welcome, comfortable, and enjoy themselves" (Dis. Simply described, the hospitality business is the merger of the lodging and food and beverage industries, which make up the industry's largest segment (Go2HR, 2020).

Tourism in the 2030 Agenda

The year 2015 has been a milestone for global development as governments have adopted the 2030 Agenda for Sustainable Development, along with the Sustainable Development Goals (SDGs). The bold agenda sets out a global framework to end extreme poverty, fight inequality and injustice, and fix climate change until 2030. Building on the historic Millennium Development Goals (MDGs), the ambitious set of 17 Sustainable Development Goals and 169 associated targets is people-centred, transformative, universal and integrated.

Tourism has the potential to contribute, directly or indirectly, to all of the goals. In particular, it has been included as targets in Goals 8, 12 and 14 on inclusive and sustainable economic growth, sustainable consumption and production (SCP) and the sustainable use of oceans and marine resources, respectively.

Sustainable tourism is firmly positioned in the 2030 Agenda. Achieving this agenda, however, requires a clear implementation framework, adequatefinancing and investment in technology, infrastructure and human resources.

Tourism in Himachal Pradesh

The mountain stateof Himachal Pradesh is ideally suited for the promotion of tourism. Till 19th century, Tourism in Himachal Pradesh was restricted only to limited movements of pilgrims to a few spiritual destinations in around the hills. Only when the British established their chain of hill stations did tourism receive recognition in the state. Tourism activates received a slot in the arm when British declared Shimla “The Summer Capital of India” in 1864. Post-independence, more investment in the infrastructure sector led to opening up of Tourism in the state (Department of tourism, Himachal Pradesh)

Now Himachal is unique destination for treating, mountaineering and rafting. It is also home to numerous holy shrines and major tourist destination, as number of tourists increased yearly. During pandemic the number of tourist arrivals is less but the number starts increasing again.

Table 1: Tourist arrival in Himachal Pradesh in the last 14 years

Year	Indian	Foreigner	Total
2008	93,72,697	3,76,736	97,49,433
2009	1,10,36,572	4,00,583	1,14,37,155
2010	1,28,11,986	4,53,616	1,32,65,602
2011	1,46,04,888	4,84,518	1,50,89,406
2012	1,56,46,048	5,00,284	1,61,46,332
2013	1,47,15,586	4,14,249	1,51,29,835
2014	1,59,24,701	3,89,699	1,63,14,400
2015	1,71,25,045	4,06,108	1,75,31,153
2016	1,79,97,750	4,52,770	1,84,50,520
2017	1,91,30,541	4,70,992	1,96,01,533
2018	1,60,93,935	3,56,568	1,64,50,503
2019	1,68,29,231	3,82,876	1,72,12,107
2020	31,70,714	42,665	32,13,379
2021	56,32,270	4,832	56,37,102

Source: Department of Tourism, Himachal Pradesh,https://himachaltourism.gov.in/

As tourism is an integral part of revenue in India. Tourism continues to play an important role as a foreign exchange earner for the country.

In 2020, foreign exchange earnings (FEE) from tourism were US $ 6.958 billion as compared to US$ 30.06 billion in 2019, registering a negative growth of 76.9%.

- The number of domestic tourist visits in India during 2020 was 610.22 million as compared to 2321 million in 2019, with a negative growth rate of 73.7 % & Number of foreign tourist visits in India during 2020 was 7.17 million as compared to 31.41 million in 2019, with a negative growth rate of 77.2 %.
- The number of Indian national departures from India during 2020 was 7.29 million as compared to 26.91 million in 2019, registering a negative growth rate of 72.9%.

Major Components of Tourism

There are three major components which are also known as the 3As of tourism.

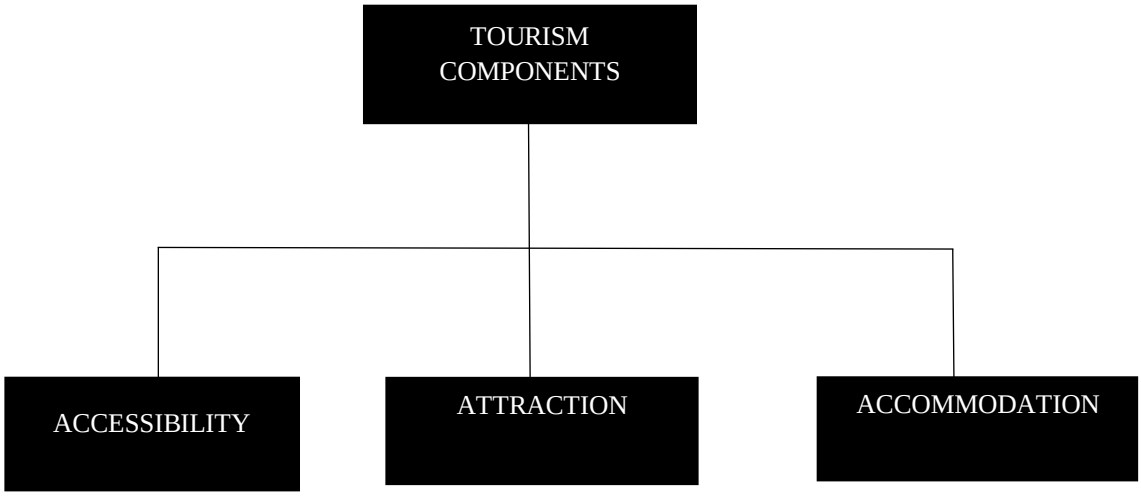


Figure 1: Major Components of Tourism

Accessibility

Accessibility means reach ability to the place of destination through various means of transportation. Transportation should be regular, comfortable, economical and safe. Today there are various means of transportation like-Airlines, Railways, Road (Road Transportation) and water transportation.Being very important to tourists and to the destinations, the government is always striving to put up good roads for the convenience of the visitors. There are almost 2000 temples in the state of Himachal Pradesh and that is why people from all over the country visit the state many times a year. The twelve districts of Himachal Pradesh are well connected that provides great access for business and many other purposes. Due to the hilly region, it is a major tourist destination for national and international visitors.

Himachal Pradesh State has a good road network. There are 9 National Highways with a total length of 1,208 km, 19 State Highways with a total length of 1,625 km, and 45 Major District Roads with a total length of 1753.05 km.

Attraction

Attraction means anything that creates a desire in any person to travel tospecific tourist destinations or attractions.

The major tourist destination in Himachal Pradesh is as follows:

- **Kullu-Manali** – Country's Famous Hill Station
- **Shimla** – The Capital Of Himachal Pradesh

- **Dharamshala** – The Residence of Dalai Lama
- **Kasauli**– The Gateway to Himachal
- **Bir Billing** – An Adventure-Seeker's Paradise
- **Malana** – To Get Your Spirits High!
- **Dalhousie** – Mini Switzerland of India
- **Spiti + Tabo + Kaza**– Offbeat Destinations for Avid Travelers
- **Kasol** – Trek to Your Heart's Delight
- **Khajjiar** – A Perfect Family Getaway Awaits
- **Mashobra** – A Well-kept Secret
- **Palampur** – Dotted with Tea Gardens
- **Kinnaur** – Apples and Colourful Ethnicity
- **Kufri** – The Snowy Retreat
- **Chail** – The Untouched Gem
- **McLeod Ganj** – Little Lhasa
- **Chitkul** – Last Village of India
- **Solang Valley** – For Adventure Lovers
- **Shoghi** – Impeccable Beauty
- **Tirthan Valley** – Adventurous Expedition
- **Narkanda** – Vacay Amidst Nature
- **Barot** – Unexplored Landscapes
- **Chamba** – Pristine Beauty
- **Mandi** – Varanasi of Hills
- **Nahan** – Lofty Shivalik Range
- **Kangra** – Mystic Town
- **Bhuntar** – National Parks and Religious Sites
- **Bilaspur (HP)** – India's First Planned Hill Station
- **Kalpa –** Beautiful Monasteries
- **Tattapani** – Hot Sulphur Spring
- **Shoja** – Pure Hidden Gem
- **Manikaran Sahib –** Hot Springs of Himachal
- **Solan –** Mushroom Capital of India
- **Sangla –** Most Charming Valleys
- **Nalagarh –** Known for Its Serenity
- **Parwanoo –** Captivating Ambience of Hill Station

- **Naggar –** Mesmerizing Landscapes
- **Arki** – Serene Town in Solan
- **Sarchu –** Camping Redefined
- **Rumsu –** Scenic and Surreal
- **Paonta Sahib –** Religiously Rich
- **Keylong –** Spiritual Vibes
- **Losar** – The Tibetan Vibe
- **Lahaul Valley** – Surreal and Magical
- **Jibhi** – An Offbeat Place
- **Theog** – A quiet escape
- **Tosh** – Unparalleled Natural Beauty
- **Sarahan** – A Beautiful Hamlet

Accommodation

It is one of the major components of tourism. Accommodation is a place where tourists can find food and shelter provided. He/she is in a fit position to pay for it. There are various types of accommodations from a five-star deluxe hotel to a normal budget class hotel as well as Ins or Dharamshala. After a boost in the tourism sector government of Himachal Pradesh starts to implement new schemes which are required to fulfil the gap and supply of accommodation.

Homestay as a concept

"Homestay" means staying in a 'home'. However, there are multiple variations in different countries. Researchers have not been able to give a single definition of homestay. The most dominant concept in the literature on homestay has been of 'commerical home'. Most of the research on the subject has centred on the phenomenon of commercial homes. The homestay refers to a stay in the house of a local family by a tourist, a home that provides rooms to tourists commercially. Homestays are popular among tourists who want not only clean and affordable accommodation but also want to enjoy the local authentic culture and lifestyle of the local family which may not be available in commercial accommodations. Staying in a homestay can be unique experience in itself as the guest can soak in the warmth of the friendly and personalized hospitality of the host family. Homestays can range from a stay in chalets, cottages, chateaux in mountains, farmhouses, beach villas, mansions, castles, ranches, cave homes,

historic houses, and tree houses. Not only do homestays provide authentic encounters to the guest but also provide an opportunity for the host to earn supplementary income and exchange culture with tourists from diverse cultures across the world. A homestay operator may provide a genuine cultural connection to the tourists and area and provides them with information on local products, sightseeing, culture, flora and fauna which is hard to find at a commercial hotel.

Table 2: District-wise registration of the Homestay Scheme in Himachal Pradesh

District	Number of Registered Home Stay
Bilaspur	14
Chamba	106
Hamirpur	07
Kangra	267
Kinnaur	267
Kullu	327
LahaulSpiti	258
Mandi	100
Shimla	336
Sirmaur	42
Solan	125
Una	09

Source: Department of Tourism, Himachal Pradesh,(*https://himachaltourism.gov.in/)*

Socio-economic impacts of the homestay scheme

- Creation of new jobs with the help of the Home Stay Scheme.
- Raisingthe standard of living in rural areas of Himachal Pradesh due to the homestay scheme. Tourists spent money that keepshelping local people to standardize their living.

- This scheme also helps to reduce the poverty & reverse migration because of the extra income generated through various tourism activities there is a reduction in the poverty level in the village.
- Because of the growth in tourism activities, the people in the Valley are motivated to pursue higher education as it will help them to obtain new jobs, and it thus also increases the literacy rate.
- The local community achieves a sense of pride and connects more to their culture, lifestyle, and nature because of the homestay program. This helps in the Survival of traditions.
- Development in infrastructure with the help of this scheme. As tourist starts to explore more and more unexplored destinations this brings good economic benefits to that area and help to build new infrastructure.

LITERATURE REVIEW

After a general introduction, an attempt is made to review the literature on the subject.The literature on various aspects of Homestay Scheme is quite extensive. In order to findout major developments that took place in homestay, a brief review of existing literatureon different aspects of ecotourism is made below-

Gu, M.,&Wong, (2006) studied homestay and coastal tourism development onDachangshan Dao Island in northeast China and state that in the initial stage governmentpermitted fishermen to operate the homestay business without consulting the otherstakeholders which develop the conflicts between government bodies, stakeholders, andhomestay operators.

Macek, I.C. (2012) concluded in the research that developing a homestay program isdirectly linked to the principles of ecotourism. Homestays work to revive the localeconomy, empower the community, and preserve its natural and cultural heritage.

Sood, J. (2012) in her research thesis "Home Stay Scheme" have enough potential togrow rural tourism but rural people are not much knowledgeable about hospitalitybecause of less qualification. Government should focus on training the operators in softskills, communication, management and marketing skills.

Beliveau et al., (2012) studied homestay patterns in Namibia and suggested that the hostsare cautious of their cultural beliefs and therefore, expect their guests to understand thecultural clashes, follow and respect household regulations (such as rules related tosmoking, curfew timings, and alcohol consumption) and strictly abide by the health andsafety precautions.

Acharya, B.P. & Halpenny, E.A., (2013) conducted a study on homestay as analternative product for sustainable community development. They state that in the poorcountries where the development of tourism products is not so feasible the homestay isthe best alternative for the development of tourism. The homestay helps improve socio-economic, ethnic, and gender disparities. As per the study, the homestays are successfulwhen there is a good partnership between local community members, line agencies, anddifferent levels of government. Proper hospitality training and regular monitoring arerequired to operate homestay activities.

Gangotia, A. (2013) in his research says that Homestay Scheme is beneficial but government needs to work on some win-win situation for all the stakeholders. In additionto that government need to educate people regarding the multiple benefits of the schemewith the help of the volunteers, NGO's, self-help groups (SHG's) so that the schemeattains the maximum popularity amongst the local community and the fragile ecology onthe hills can be protected without compromising on the benefits tourism industry reapsfor them.

Bhan, S.&Singh, L. (2014) point out during his study on Homestay Tourism in Indiathat homestay tourism is micro tourism entrepreneurship and it is going to popular in thefuture but the government has no clear vision, plan, policy, strategy for this activity andgovernment has to develop a clear policy in this regard this will increase thesocioeconomic condition of the stakeholder.

Dayananda, K.C. (2014) explores the employment opportunities during his studiesTourism and employment: Opportunities and challenges in Karnataka. He finds out theemployment opportunities in the tourism industry at Kodagu district are restaurants,lodges, homestays, transportations, coffee day, shopkeepers, and street traders. He statesthat homestay will improve the additional income of local families. Homestay alsogenerates employment opportunities in many ways hence the invention of homestaystends to increase in tourism at Kodagu.

Kontogeorgopoulos et al. (2015) studied the success of homestays in Thailand andidentified multiple setbacks and perceived threats among their operators which includedunwanted loss of social harmony, rural authenticity, and economic diversification

Kimaiga, R.&Kihima, B.O. (2018) in their research found that the socio-economicbenefits of home stay programme were significant. The study also found that the majormotivation for local people's participation in the homestay programme was income.They also found that from the perspective of the local populace, the program was asignificant contributor to their socio-economic well-being.

Agrwal, S.&Mehra, S. (2019) make a study on socio-economic factors that areinvolved in the success of Homestays and they come up with some benefits andloopholes. The benefits include, due to homestays activity society is benefited withfinancial gains and the destination is conserved or maintained by the local community, italso provides the facility to promote the local product and culture in the market. Lack ofsupervision and infrastructure facilities are the main loopholes. These can be overcomeby the support of government authority by providing more facilities.

Nirmala, K.D. (2021) concluded in his paper that s Homestay tourism has a greatpotential as community-based tourism and to evolve as a business model which can leadto economic, social and cultural development. But In terms of the environmental impact,the opinion that emerged showed the concern the respondents had on the impactespecially on pollution, traffic and waste management issues with the increased touristarrivals.

Saini, N. &Singh, K. (2022) are concluded that the important factors are 4 A's oftourism i.e. Accessibility, Attraction, Authenticity, Accommodation of the tourist thatcontribute to popularity and success of homestays as it influences the choice of tourist toselect the most convenient accommodation. Understanding the key determinants forpreferring homestays over other accommodation services will offer some light indefining the facilities, service and marketing decisions for increasing its popularity.

RESEARCH GAP IDENTIFICATION

Research on the Impact and Sustainability of the Homestay Scheme in Himachal Pradesh reveals significant gaps. While economic and environmental aspects are often explored, no comprehensive studies have systematically assessed the pros and cons of the scheme, especially in terms of its social and cultural impacts on host communities, such as effects on traditional lifestyles and equitable benefit distribution. Additionally, there is limited insight into environmental practices within homestays, the long-term sustainability of the model, and the adequacy of current policies supporting it. Furthermore, little is known about local residents' perceptions and involvement, which are crucial for creating a truly sustainable, community-centred tourism model. Addressing these gaps would offer a more balanced understanding of the scheme's impact and potential.The literature review assesses the lack of knowledge about the impact and sustainability ofhomestay schemes on stakeholders. The title of the thesis is selected to fulfill the gap and to find the bridge between stakeholders towarda booming homestay scheme. Thetitleof the research,Impact, and sustainability of homestay scheme in HimachalPradesh: A Multi-stakeholder perspective was chosen due to a gap in the literature and the researcher's interest in the study location.

OBJECTIVES OF THE STUDY

Objective 1: To study the current status of the Homestay scheme in Himachal Pradesh.

Objective 2: To study the Socio-Cultural and economic impacts of the Homestay scheme on the stakeholders in the area of study.

Objective 3: To study the impact of the homestay scheme on tourism growth in the area of study.

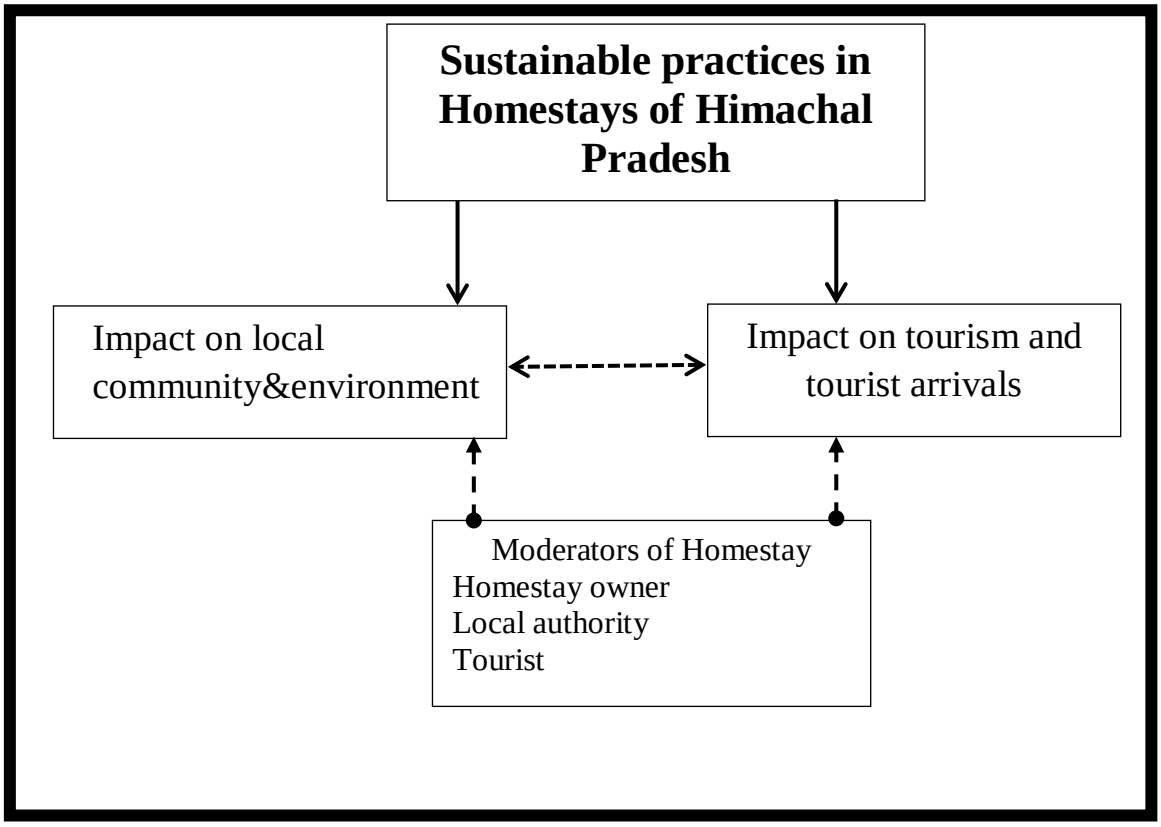
Objective 4: To conclude and give suggestive measures for the growth and upliftment of Homestay schemes in the study area.

METHODOLOGY TO ACHIEVE THE OBJECTIVES

Objectives	Methodology to achieve the objectives
To study the current status of the Homestay scheme in Himachal Pradesh.	This objective will be achieved with the help of the primary as well as secondary data. A review of literature will be conducted to examine the current scenario of the homestay scheme in Himachal Pradesh, focusing on its impact and sustainability in the study area.
To study the Socio-Cultural and economic impacts of the Homestay scheme on the stakeholders in the area of study.	In order to achieve this objective Primary Data will be collected from local community and other stakeholders with the help of structured questionnaire.
To study the impact of the homestay scheme on tourism growth in the area of study.	This objective will be fulfilled with the help of primary as well secondary data.
To conclude and give suggestive measures for the growth and upliftment of Homestay schemes in the study area.	Opinions of the local community, stakeholders, and tourists will be gathered through personal interviews to assess the impact and sustainability of the homestay scheme in Himachal Pradesh.

CONCEPTUAL FRAME WORK MODEL

A framework will be a guide to interlink the various alpha meters of the research. Variables can be easily identified and relationships between various factors can be made purposefully without any biases.



RESEARCH DESIGN

The present study is based mainly on primary data. However, some of the data is also collected from secondary sources to know various aspects of the impact and sustainability of the homestay scheme in the study area. The secondary data is collected from various Research Papers, the Himachal Pradesh Tourism Department, Non-Government Organizations, travel agencies, and statistical surveys of different departments oftheMinistry of Tourism, Government of India&Department of tourism, Himachal Pradesh.

HYPOTHESIS

H 1 There is a relationship between tourism development& homestay scheme.

H 2 There is a significant impact of the homestay scheme on the Local community.

H 3 The stakeholder's perspective on the sustainability of homestay scheme impacts is uniformly distributed.

H 4 There is significant Socio-Cultural and economic impacts of the Homestay scheme on the stakeholders.

DATA COLLECTION

The study is having primary as well as secondary data

The primary data for the present study will be collected from different villages inKullu& Shimlaareas. The data from a selected sample of stakeholders, tourists, locals, panchayat/local bodies, tourism intermediaries, Govt. officials will be collected to understand the homestay scheme, its Socio-Cultural and economic impacts, problems, potential, and sustainable tourism development and remedial measures thereof with the help of schedule-questionnaire.

The survey instrument (Schedule) was including questions on various Socio-Cultural and economic impacts and the impact of the homestay scheme on tourism growth in these areas. Further Primary data will be collected by using questionnaires.

The data will be collected from the following:

- Local community
- The primary data for the study will be collected from tourists in H.P.
- Stakeholders
- Travel agency
- The department of HPTDC

Secondary data

Secondary data was collected from the following sources:

1) Homestay policy of Himachal Pradesh

2) Annual reports of the Department of Tourism
3) Economic review of H.P.
4) Books, Magazines, Research Papers, website, and research thesis

Sampling size

Any research strategy must include sampling, which is done by first identifying the target population (Malhotra, N.K.and Briks, D., 2006). Tourists visiting Kashmir Valley are the study's target audience, and the sample was chosen based on the factors listed below.Samplesizesinmarketingstudiestypicallyrangefrom300to500, according to theoretical and statistical assumptions (Malhotra, N.K. & Briks, D., 2006).

The sample was determined using the Yamane (1963) statistical equation; $n=N/1+Nse^2$
Where

n=sample size

N=population

e=marginoferrori.e., 0.05or5%

The target population will be Owners of the Home Stay Scheme, tourists, Local Communities, Govt. officials, travel agents, and Panchayat representatives. To satisfy the objective cross-sectional data all the elements who are involved at a destination will be the sample population.

Sample Elements in Composition

Respondents	**Sample Size**
Owners Of Home Stay Scheme	100
Tourist	100
Local Community& other stakeholders	100
Govt. Officials	50
Panchayat representative	50
Total	**400**

PROPOSED METHODOLOGY

Consistent with the objective of the study the different tools and techniques will be used to analyze the data. The collected data will be presented in tabular form and analyzed with the following methods:

MATHEMATICAL TOOLS

In the present research work, mathematical tools i.e. simple average and percentage methods will be used to analyze the data.

STATISTICAL TOOLS

The following statistical tools will be used to analyze the data and find the conclusion.

Descriptive analysis

A descriptive analysis will be conducted to investigate residents' perceptions of the social, cultural, and economic impacts of the Homestay scheme in rural areas of some selected villages of support for tourism development in the area.

Two-step regressions

Two stepwise regressions will be performed to explore the possible relationship between the dependent variables and socio-demographic and impact variables.

Factor analysis

Factor analysis will be used to determine whether reducing the data(impact variables) and clarifying its structure would alter the results of the regression analysis, Different factors will be identified and will then be used in stepwise regressions, again using the two dependent variables.

Wilcoxon signed-rank test

The wilcoxon signed-rank test is a non-parametric test that will be used to compare the opinions of tourists before the visit to rural destinations and after the visit to the destination. This will help to study the level of satisfaction of tourists from community-based tourism.

Further, other Parametric and non-parametric methods will be applied to speak the data more than words.

PROPOSED AREA OF STUDY

The place for conducting the proposed work will be the selected villages of the Kullu and Shimla areas.

LIMITATIONS

- Financial constraints primarily limit the study.
- Responses of respondents also affect the study.
- The secondary data will also be used for the study hence their collection is the major constraint for the study.

THESIS OUTLINE

Chapter1	**Introduction**	This chapter shows the background of research topic
Chapter2	**Literature Review, Research Gap Identification and Objectives**	In this chapter the major studies that has been published in research topics and the various methodologies used, has been summarized. Differences have been drawn from these studies and explanation how your research paper contributes to the literature. Research objectives have been decided on the bases of research gap.
Chapter3	**Methodology**	In these chapter complete details of all the methods, procedure and techniques used to identify the information has been provided.
Chapter4	**Result and Discussion**	Results of their search work shown in this Chapter.
Chapter5	**Summary and Conclusion**	In this chapter the summary of results and Future scopes of the further research have been provided.

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CERTIFICATE

(SYNOPSIS APPROVAL CERTIFICATE)

This is to certify that the Synopsis for Ph.D. Thesis titled, **"IMPACT AND SUSTAINABILITY OF HOMESTAY SCHEME IN HIMACHAL PRADESH"**, submitted by **Mr. Akshay Thakur** to the Career Point University, Hamirpur (H.P.), India in partial fulfilment of the requirements for the degree of **DOCTOR OF PHILOSOPHY** in the Division of Hospitality & Hotel Management, School of Liberal Arts & Studies has been approved by the Research Advisory Committee (RAC) after an Oral Examination of the student on dated 07-01-2023.

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